SOM Alumnae Association Board Job Description
Marketing and Communication Chair
Last Updated: May 2009

Purpose: To develop and implement a marketing and communications strategy to advance and support the mission, vision and objectives of the SOMAA and to work collaboratively with the SOM and the Simmons College Marketing Department to improve communications between the SOMAA, the SOM and the Simmons College alumnae community.

Role: This is a very exciting role, at a particularly opportune time, for an energetic and dynamic individual to make a significant difference in building greater awareness of SOMAA objectives and activities and in increasing engagement in our alumnae community. The SOMAA has multiple communication channels and resource support available to it through the College’s Office for Alumnae/i Relations (OAR). This Chair position holds responsibility for advocating on behalf of SOMAA to OAR & the Marketing Department for the best positioning of SOMAA events, activities and messaging within the communications channels available to it. In addition, new opportunities exist to collaborate with the SOM and the College to promote activities and events of mutual interest to all members of the SOM alumnae community including graduate and undergraduate students of the SOM, and the greater Simmons College alumnae community. This position is a voting Board position.

Term of Office: SOMAA Voting and Associate Board members are elected to an initial two-year term¹. At the end of her 2nd year of service, a Voting or Associate member may choose to remain on the board for a third year. At the end of her 3rd year of service, a Voting or Associate Board member may choose to remain on the Board for a fourth and final year².

General Board Member Responsibilities:
• Attend and actively participate in monthly Board meetings (four in person Board meetings and seven phone meetings) and the annual Board retreat
• Be fully conversant in the mission, goals, policies and current activities of the Board; be capable of describing this to other SOM alumnae
• Become familiar with the SOM and SOMAA strategic plans
• Encourage SOM alumnae participation in SOMAA and SOM alumnae events and to donate to the SOM Annual Fund
• Contribute to the SOM Annual Fund at or above the Leadership level
• Serve on 1-2 standing and/or special committees
• Actively participate in SOM and SOMAA activities
• Assist in the documentation of SOMAA policies and procedures

¹ Voting and Associate members are defined in the Board Bylaws.
² The four year term limit is a lifetime limit.
Position Responsibilities:
- To develop marketing and communication strategies and annual plan linked directly to the SOMAA strategic and operational plan
- Ensure e-news and SIMMONS magazine has updated information from SOMAA
- Manage LinkedIn site and Alumnet webpage and represent the SOMAA on the various alumnae groups including but not limited to Facebook and Yahoo Groups
- Collaborate with OAR and Marketing department to leverage marketing and communications plans for SOMAA
- Work with OAR and SOM Marketing Department to determine and document processes around marketing and communications such as enews, surveys, and events etc., and ensure Board is aware of School marketing schedules at monthly board meetings
- Collaborate with the Engagement Chair to develop and implement annual and spot surveys or other means to solicit feedback and gain insight ensuring the voices of the alumnae community are heard and well represented.
- Identify specific strategies and solutions to broaden engagement of the various alumnae constituents
- Craft key oral/written messaging and/or talking points for Board members in order to enhance their effectiveness in engaging and building awareness among the various key SOM stakeholder groups, including alumnae groups, corporate sponsors, donors, students and potential students, among others

Key Relationships:
- Fellow Board members, all participants in a team-based approach to focus on strategies and annual objectives to increase the depth and breadth of engagement among Alumnae and increasing the health of the SOM.
- SOM staff and the Simmons College Office of Alumnae/I Relations –to ensure the best interests of the alumnae community are represented and the represent the voice of Alumnae to the School
- Other SOM alumnae and former classmates – to communicate relevant information, encourage annual fund participation, and increase engagement in SOM and SOMAA events
- Simmons College and SOM Marketing staff

Measurement Guidelines:
- Board Meeting attendance and participation
- Development and execution of marketing and communications plan
- Number and type of SOMAA Enews Communications
- Number of LinkedIn and other on-line alumnae community groups and members
- Level of SOMAA member participation in these groups
- Evidence of increased awareness of SOM and SOMAA activities among diverse alumnae groups and Simmons Community at large

Preferred Qualifications for All Board Members:
- Demonstrated commitment to SOM
- Interest in contributing towards strengthening the alumnae community and the SOM
- Leadership abilities
• Ability to think strategically
• Team player who would complement the diversity and capabilities of current Board make-up
• Commitment to give required time
• Initiative and ability to make an impact in the position
• Prior board experience (This is not required for Associate Board Members.)

Preferred Qualifications for this Position:
• Excellent communication, organizational and leadership skills, as well as strong oral and writing skills
• Must be creative, thoughtful and proactive
• Experience in Marketing and Communications from an organizational perspective